



**Product
Stewardship
Centre of
Excellence**

MEDIA RELEASE

October 21, 2022

Centre of Excellence Welcomes 2030 Circularity Goal

The Product Stewardship Centre of Excellence today welcomed the Environment Ministers' announcement in its Agreed Communique to achieve a circular economy by 2030.

"It is an ambitious goal, that importantly places much more emphasis on working with the private sector to design out waste and pollution and to keep materials in use," Product Stewardship Centre of Excellence Director John Gertsakis said.

"Product Stewardship aims to reduce waste generation through good design and the manufacture of products that are more durable, are easier to repair and eventually at the end of life the materials are fully recyclable," Mr Gertsakis said.

"Many individual brands and entire industries are already tackling these complex challenges on their own journey towards circularity.

"The 2030 goal commitment from all Environment Ministers elevates the value and role of design-led thinking and will significantly accelerate these efforts across the economy.

"If we can align Australian, State and Territory and Local Government policies and programs, and bring industry and the community with us, we can make huge strides towards preventing waste, decarbonising the economy and restoring nature over the next seven years.

"There are many ways that Governments, business and consumers can support this shift to circularity. Procurement policies from Government and large corporations will be a powerful driver focused on positive impact.

"We need to galvanise and support Australia's manufacturers, brands, importers and retailers to embed sustainable product design and whole of life product stewardship thinking across all industries, especially for solar panels, batteries, electrical and electronic products, building products, automotive vehicles, tyres, clothing textiles, furniture and bedding. The need to achieve circular innovations in medical products is also essential.

"This will be directly relevant to designing-out waste, eliminating the use of unsafe chemicals, keeping products and materials circulating through the economy, reducing our demand on non-renewable resources, and decarbonising the economy.

The Centre also welcomes the Australian Government's intention to develop a regulatory product stewardship scheme for solar panels and household electronics.

"It is pleasing to see a government step up and acknowledge when regulation is required," Mr Gertsakis added.

Recent research led by the Institute for Sustainable Futures, UTS in partnership with the Centre and funded by the Australian Government has shown that the regulation is one of the five success factors to effective product stewardship.

“The Centre of Excellence looks forward to working with the Australian, State and Territory Governments, businesses and other stakeholders across diverse supply chains as we shift to circularity by 2030,” Mr Gertsakis said.

Media Enquires: Tim Powell 0411 725 595 or tim.powell@dentsu.com

About the Product Stewardship Centre of Excellence

The Product Stewardship Centre of Excellence was established in December 2020 by a consortium of UTS Institute for Sustainable Futures, the Australian Industry Group and Dentsu Creative in partnership with the Australian Government through the Department of Agriculture, Water and the Environment.

The Centre holds the required knowledge and expertise in product stewardship scheme design and implementation, education, training, research, policy, community engagement, supply chains, logistics, government liaison and business engagement.

www.stewardshipexcellence.com.au